##### FOR IMMEDIATE RELEASE

Media Contact: Anne Hyde, KBB Executive Director   
[kbb@northrock.bm](mailto:kbb@northrock.bm)   
tel. 295 5142 or cell 799 5142

LAUNCH OF KBB’S ADOPT-A-SPOT PROGRAM

Friday, 25th May 2012 – KBB Executive Director Anne Hyde announces the upcoming launch of KBB’s Adopt-A-Spot Program which will officially be launched at a lunchtime reception on Wednesday, 30th May 2012 at 12:15 pm at Palmetto Park at the intersection of North Shore Road, Palmetto Road and Barker’s Hill. The Hon. Michael Weeks, JP MP, Minister of Public Works, will be on hand to give the opening remarks. KBB is one of Bermuda’s oldest environmental charities. To accomplish its goal of regular litter cleanups, KBB works closely with Government Departments for Waste Management and Parks which are both part of the Ministry of Public Works.

Invited guests will include Mr. Alan Hunt, Solid Waste Manager, Mr. Craig Burt, Parks Officer and Mr Drew Pettit, Director of Conservation Services, along with representatives from groups who have adopted spots.

At the launch date, there are 36 groups who have pledged their commitment to keep an area litter-free. KBB expects many more “adoptions” with schools, corporate groups, neighbourhood groups, sports clubs and civic groups joining in. Some of these groups began their commitment recently while others have been looking after areas for a while. Three of the largest groups to become actively involved are Fairmont Southampton Hotel, Francis Patton Primary School and the Atlantic Phoenix Lodge. They have adopted respectively the Southampton Railway Trail, Shelly Bay Beach and North Shore Devonshire. Anne Hyde of KBB said, “We are excited by the positive response and the number of groups who are “adopting” spots. Many people have been looking after an area and doing cleanups on a regular, sometimes even daily, basis and we are urging them to make their commitment “official” by signing KBB’s Adopt-A-Spot agreement form.” The document describes how often they want to clean up, names the specific area and if it’s a street, a park, nature reserve, part of the Railway Trail or a public dock. KBB welcomes “any spot”.

KBB had a similar program years ago called the “Rockwatchers Program” which was very popular. This is a re-branding and re-launch of that program under KBB’s new banner of Love Where You Live. “We can thank Samual Bleeker who is a primary school student and wrote to Dame Jennifer Smith, JP MP, Minister of Education last year to suggest that schools “adopt” beaches. Sam re-introduced the idea and spurred KBB to take action” added KBB’s spokesperson.

KBB offers to supply trash bags, blue recycling bags and disposable gloves to groups that “adopt” a spot. They can also help arrange disposal of collected debris. KBB’s mission is to engage individuals to take greater responsibility in reducing waste and eliminating litter through action and education. Everyone living here or visiting from abroad has the right to enjoy a litter-free island. It is equally true that every person has a responsibility to protect our beautiful island and help keep it litter-free. If you and your group are interested in “adopting” a spot, you should contact KBB on tel. 295-5142 or email [kbb@northrock.bm](mailto:kbb@northrock.bm) .